

Hotel Sofitel, Bloomington, makes a grand statement for its brand

It has been a long time since I've stayed at a **Hotel Sofitel**... maybe ten years. Thought I'd share my recent experience with you. An anecdote to start, and then a great customer service story.

Hotel Sofitel service and The Ultimate A/V Cart: From the time you are greeted at a **Hotel Sofitel, you are engaged by staff.** When check in is completed, the front desk representative steps out from behind the counter and places the room key in your hand, directing you, clearly, on how to get to your room.



The room service delivery of a fresh, colorful, Cobb Salad (sans tomatoes) was made early, cheerfully, and efficiently.

In the morning, **Jim**, a member of the catering staff, introduced himself. We confirmed the time for the lunch break. I ended at noon, sharp, and **Jim** had everything ready. He seemed surprised that I was on time. Just trying to be a team player, and stay in-sync with the catering staff.

Audio-Visual seems to have more challenges than it should, usually. Especially, when you consider that I send a detailed outline of my needs. The **Swank A/V** representative, **Andrew**, had called me, before the weekend, to confirm the details. Everything was ready, when stepped in the presentation room. Everything worked... the first time.



One thing jumped out at me.... the audio-visual cart. It didn't look like it was leftover from high school, unchanged for the last 40 years. It had the style of an espresso or dessert cart.

Its clean lines gave it both form and function, including minimizing the presence of cords and cables.

Andrew explained to me that these carts had been custom designed for exactly the reasons I suspected. To do the work an A/V cart has always done, but in a more stylish manner.

Every person I encountered at the hotel, from breakfast waitress to dinner server was knowledgeable, friendly, aware and engaging. Even the doorman made sure I had a cold, bottled water, while I waited for the airport shuttle.

Seems like good hiring and excellent training to me. I've spent a lot of time in hotels over the last couple of years.

None better, from start to finish, than Hotel Sofitel, Bloomington, Minnesota.

There is no tougher 'spotter' than I am. What a pleasure to catch people in the act of doing something right!

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Read more: <http://weddingmarketing.net/2010/08/04/hotel-sofitel-bloomington/#ixzz0vkuWzmyH>